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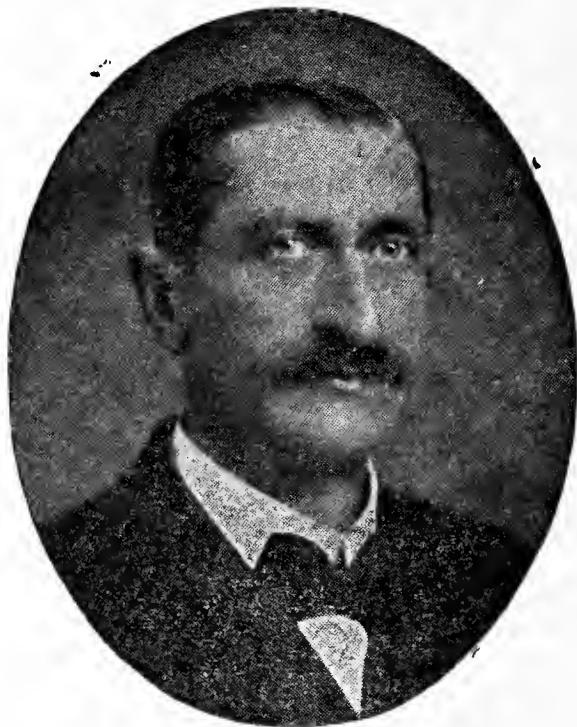
HOLDRIDGE'S BOOK OF BERRIES

1937

S. E. Holdridge & Sons
LEDYARD, CONNECTICUT

Telephone: Norwich Division 3655-4

Post Office Address: R. F. D. 6, Norwich, Connecticut



THE LATE S. E. HOLDRIDGE

A TRIBUTE

This catalogue is affectionately dedicated to the late SAMUEL E. HOLDRIDGE, founder and manager of this business for a great many years, and to those principles which he insisted this business should adhere to: good will, good service and good plants.

There has never been any plant diseases or dangerously injurious insects found on this nursery.

1937 GREETING

Holdridge's Catalogue of High Grade Products

To Our Customers, Old and New:

We present you with our catalogue for 1937 with the earnest hope that you may spare a few moments to read it.

You will find in this catalogue that we make no exaggerated claims or try to sell you new and untried varieties of berries.

We appreciate the business that you gave us last year. With very little advertising besides this catalogue and the good words of friends, our business continues to grow.

We pledge to you that if we do receive an order from you this year, you will receive plants freshly dug for your order, carefully trimmed and bunched, packed in live moss and sent to you as quickly as possible. We do everything within our power to assure a good bed of strawberries for you.

Every step in the digging, trimming, bunching and packing is done by or under the supervision of one of the members of the Holdridge family.

Our plants for the coming year were raised on high ground and have made a very fine growth. We have the largest number of plants ready for sale which we have ever had. This year, as always, we will give extra plants in every bunch. No small or inferior plants will be included.

Our plants are state inspected and again no plant diseases have been found. We hope to have the pleasure of doing business with you and assure you that you will be satisfied.

With best wishes for a happy and a prosperous year.

S. E. HOLDRIDGE & SONS.

Norwich, Conn., R. F. D. No. 6.

Telephone Connection, Norwich Division 3655-4.

(Copy)

STATE OF CONNECTICUT

No. 3301

(Seal of Conn.)

August 10, 1936

Office of State Entomologist

CONNECTICUT AGRICULTURAL EXPERIMENT STATION
New Haven, Conn.

NURSERY INSPECTION AND REGISTRATION CERTIFICATE

This is to Certify that S. E. Holdridge & Sons of Norwich, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925 (Sections 2135-2140, General Statutes, revision of 1930), and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1937.

W. E. BRITTON, State Entomologist.

OUR CATALOGUE

This is not a large pretentious catalogue, yet it brings you an honest message about the different varieties of plants which we grow. The statements we make and the advice we give in this catalogue are no different than that which we would give to you if we should meet you personally.

VARIETIES

We are opposed to filling our list with any worthless varieties. Our advice to our customers is to plant some of each of three outstanding varieties. These are Howard No. 17 for extra early and for the main crop, Dorset for second early, and our Improved Pearl for late. Those of you who plant these varieties will have no regrets.

OUR PLANTS

Strawberry plants, like seeds and poultry and dairy animals, have productive qualities bred into them. Of course, some strains are much more productive than other strains. For more than twenty years we have grown our own strain of plants. Each year we pick out the sections of our beds where the plants have made exceptional growth. Then the biggest and best plants are taken out for our own plantings. Thus our strain of plants has constantly improved until at present we believe there are no better strains of plants than those we raise. This is especially true of our strains of Howard No. 17 and Pearl.

The biggest proportion of our business is from growers who have bought plants from us for more than one year. We would not get these repeat orders if our plants were not entirely satisfactory.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name, free from any disease, properly trimmed, bunched, packed and labeled, and will reach their destination nearly as fresh as when dug. What honest grower could do more?

PRICES

Our prices are as low as good plants can be grown. The price of not a single variety of plants has been raised this year and the Dorset prices have been lowered. You will note that our prices are quoted delivered to your postoffice or express office (except as noted) anywhere in New England. We will be glad to quote special prices on orders of five thousand or more taken at our farm.

ORDER EARLY

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If left in package they might heat. Wet roots before setting.

TERMS

Orders may be booked at any time. If not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

We all know the depression that has been over our Union, and the difficulties in collecting bills. We are always willing to accommodate, but we are not in the banking business. We have to pay our help cash and therefore we must exact the same for our plants. We sell at a small margin of profit and we trust that you will observe this when ordering plants.

ORDER NOW

After reading this book on berries and thinking the thing over carefully, won't you take the order sheet inclosed, find the prices of the different varieties and make out your order? We promise you healthy, well-rooted, true-to-name plants safely delivered to your door or express office. You will not be disappointed in the spring.

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to throw out small and inferior plants. They are then packed in live moss which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

Every season there are many who wait until they get their ground ready for setting plants and then call up on the phone or send their remittance and want their order fill within one day. They do not think that orders are booked and filled in rotation. If their orders were received early they would be sure of getting their plants when they wanted them. Order early and have them when you need them.

OUR WORKING FORCE

We have a force of helpers who have been with us for several years and they are very careful in putting in only good, strong plants. They take an interest in our business and they receive good wages for this careful attention to assisting in sending out only good plants.

STRAWBERRY CULTURE

Choosing the Land

Almost any fertile land which is well drained will raise good strawberries. We advise against setting on greensward because of the presence of white grubs who relish the tender roots of strawberries. If possible, plant on land on which no lime has been spread for at least one year.

Fertilizing

We recommend spreading your fertilizer broadcast on the ground after the land has been plowed and harrowed. Then harrow the fertilizer in. This places your fertilizer where it will be available to the new plants as they commence to run. Additional fertilizer may be added any time during the first year if needed. Do not fertilize your bed the spring that it is going to bear for the extra fertilizer will go into the leaves. Do not put lime on your strawberry bed at any time.

When To Plant

We recommend planting the plants just as early in the spring as possible. This will enable the plants to get a good start before the hot or dry weather starts.

Setting Out Plants

Strawberries may be spaced 15-18 inches apart in the rows, and rows 3 to 4 feet apart. Later in the season the plants should be set closer. In setting the plants, dig a hole large enough to enable you to spread the roots well. The plants should be set deep enough so that the roots are well covered yet care should be taken that the tender heart is uncovered. Press the plant firmly into the ground.

Care of Bed

The blossoms should be picked off the first year so that all the strength of the plant will go into the new runners. Of course, the strawberry bed must be hoed often enough during the summer to keep it free from weeds.

Mulching

The bed should be covered during the early winter with a thin covering of straw, hay or meadow grass. Use whichever of these that is easier or cheaper for you to obtain. In the spring, the hay may be raked between the rows, making a cushion for the pickers during the season. This also prevents dirty berries.

EARLY VARIETIES

HOWARD NO. 17 (Special Strain) (Perfect)—We consider that the Howard No. 17 is by far the best all-purpose berry at the present time. We recommend that you plant the largest part of your bed to this variety. It is the earliest berry grown and will produce an enormous crop of berries under most all conditions. It is practically frostproof, which is a distinct advantage here in New England.

Our special strain is immensely productive. Even last year, which was a very bad year for strawberries, our bed of Howard No. 17 yielded over 4,000 quarts on slightly over one-half acre. We feel that those who have had success with this variety should plant most of their bed to it, while trying Dorset out under their own conditions.

The Howard No. 17 is a fine plantmaker. The foliage is large and green and very resistant to leaf spot. This variety produces a large, bright red berry over a long season, the berries growing smaller at the end of the season.

I wish that every one of you could come and see the bed of Howard No. 17 from which our plants will be sold this spring. This bed was planted 15 inches apart in the rows, with rows 4½ feet apart. In some sections of the field the plants form a solid patch. If you could see this bed I have no doubt that we would receive your order.

If you wish to play safe and want a sure cropper and a heavy yielder, plant Howard. You will receive large berries and plenty of them when the prices are high.

Prices: 50 for 65c; 100 for \$1.00; 250 for \$2.25; 300 for \$2.75; 500 for \$3.50; 1,000 for \$6.00. Postpaid. Free delivery.

3,000 to 5,000 at \$5.00 per thousand. Not postpaid.

April 3, 1936.

Dear Sirs:—Your Howard 17 were wonderful. I never saw so many strawberries. Planted 500 plants and picked over 500 quarts.

Yours truly, MRS. S. ZAMULKO,
Windsor, Conn.

April 23, 1936.

Dear Sirs:—This is to notify you that the plants I ordered reached me today in perfect condition. Many thanks for your prompt delivery.

Respectfully, MRS. ELEANOR ANDREWS,
Providence, R. I.

EARLY VARIETIES

DORSET (Perfect)—This is one of the newer varieties and so much do we like it that we are recommending it second only to Howard.

The Dorset makes a fine row of plants and produces a large, delicious berry. In New England, the Dorset is five days to a week later than the Howard and we recommend that you plant this variety instead of any of the so-called mid-season berries.

We have found that this berry is more susceptible to frost than Howard No. 17, but the berries are so large and attractive that no grower can afford not to try them. Under favorable conditions the Dorset will outyield the Howard, but it is not as adaptable to soil and weather as the Howard No. 17. We recommend that each try some of this kind to see if they are adaptable to his garden or farm. Those who try Dorset will surely have a treat in store for them.

Prices: 50 for 65c; 100 for \$1.00; 250 for \$2.25; 300 for \$2.75; 500 for \$3.50; 1,000 for \$6.00. Postpaid. Free delivery. 3,000 to 5,000 at \$5.00 per thousand. Not postpaid.

FAIRFAX (Perfect)—This variety produces a fine, dark red berry which is very sweet. The plants begin to bear a few days after Dorset or at least a week after Howard 17. For commercial purposes, we cannot be as enthusiastic as some plant dealers because we feel that it produces the most of its berries when the markets are cheapest. However, many will wish to try this berry to see how it will produce under their own conditions. It has made some almost unbelievable records for production when planted under irrigation.

Prices: 25 for 50c; 50 for 75c; 100 for \$1.25; 250 for \$3.00; 500 for \$4.00; 1,000 for \$7.00.

PREMIER (Perfect)—Some dealers say the Premier and Howard 17 are one variety. We plant both varieties each year and we know that our Special Strain, Howard 17, is different than our Premier variety. Our Premiers are a wonderful variety, very productive, foliage clean and healthy, berries a bright glossy red and nearly frost-proof. A safe berry to plant for the home garden or commercially. With us it is a little earlier than Howard 17 and will not produce quite as many berries as our Special Strain of Howard 17.

Prices same as Howard 17.

May 11, 1936.

Dear Mr. Holdridge:—Enclosed find remittance to cover plants. They were certainly a nice lot of plants.

Respectfully yours, JOHN J. DOYLE,
Danielson, Conn.

MID-SEASON VARIETIES

BIG JOE (Perfect)—There is no mid-season berry that we can recommend more for a running mate with Howard 17 than Big Joe. This variety does well on all soils but responds quickly to good care and fertility. It comes in with big red berries when some of the early varieties are dropping down. The plant is a vigorous grower, very healthy and very productive. The berries are large in size with an attractive green cap which increases their appearance. Anyone who can get a premium for fancy berries should include some of this variety in their order.

50 for 75c; 100 for \$1.00; 250 for \$2.25; 500 for \$3.50; 1,000 for \$6.00.

ABERDEEN (Perfect)—We believe that this is a coming berry for growers who are near to their market. After five years of fruiting we are highly pleased with its behaviour. It is a good plant producer, with clean healthy foliage, standing up well off the ground. The fruit is large and the vines are literally covered with bright red berries. We have tried it on different soils and wherever planted it seems to be at home. The berries are of a light type and we do not recommend it when the market is very far from your farm. It is a mid-season to late berry and we can recommend it as one of the best.

50 for 75c; 100 for \$1.00; \$2.50 for \$2.25; 500 for \$3.50; 1,000 for \$6.00.

CORSICAN (Perfect)—After fruiting and testing over fifty varieties we have never found any berry as sweet as the Corsican. Those who do not like an acid berry will do well to plant some of this variety. We would not recommend it for commercial use, but for a home garden by all means include some plants of this variety. It is a mid-season variety. The fruit is large to very large. The color is bright crimson and it is productive. Old customers send for this variety each year, as after once fruiting it you will want more.

50 for 75c; 100 for \$1.00; 250 for \$2.50; 500 for \$3.75; 1,000 for \$6.00.

S. E. Holdridge & Sons, Gentlemen:—The Howard 17 ordered April 10 arrived the 23rd and I never saw finer plants.

Respectfully, FRANCIS W. COLLINS,
New York City.

April 24, 1936.

S. E. Holdridge & Sons, Dear Sirs:—Last year the plants were very nice.

Yours truly, L. M. SCHENCH & SON,
St. Catharines, Ontario, Canada.

LATE VARIETIES

IMPROVED PEARL (Perfect)—We have experimented for years to find a late berry which will stand up to our requirements. Our Improved Pearl is the nearest to that which we require of our Standard late berry. In the first place, it is real late, not producing any berries until two weeks after the Howard starts. It produces a very large berry and produces them in quantity. It generally has a green tip when picked which usually ripens overnight, so when the berries are marketed, the appearance is that of a large firm berry when buyers are wary of soft berries. We feel that commercial growers should plant a portion to this variety as we feel certain they will add at least one week to their picking season.

Prices of Pearl (Perfect): 25 for 50c; 50 for 75c; 100 for \$1.25; 250 for \$3.00; 500 for \$4.00; 1,000 for \$7.00.

EVERBEARING STRAWBERRY

As we have found that most everbearing strawberries have been a disappointment to growers because of the few berries that they yield, we have discontinued our present varieties of everbearers this year. We are trying new varieties out now and hope to have next year some which we can honestly recommend to our customers.

May 15, 1936.

S. E. Holdridge & Sons, Dear Sirs:—I received 100 plants of you last week in fine shape. Please send me 50 more Premier promptly.

Yours truly, C. S. BOLLES,
East Hampton, Conn.

May 7, 1936.

S. E. Holdridge & Sons—Please send 500 Howard 17 and 500 Dorset plants as soon as possible.

These plants will replace a lot of plants that we got from _____, Maryland, the most of which have died. The plants you sent us were O. K. and you can bet we will give _____ a darned good "ad."

Please Rush.

ARTHUR HUSE,
Wells, Maine.

RASPBERRIES

WINFIELD (Black)—This is the largest and sweetest Black Cap raspberry grown. Is perfectly hardy. Early and ripens soon after our late strawberries have gone. It is productive and will out-yield any other variety. Will produce more dollars than any red variety as per number of plants. We formerly grew the Plum Farmer, but this variety will beat that variety two to one. There are not many dealers in New England, if any, who have this variety for sale besides us. It is free from mosaic and will withstand the New England winters, coming out in the spring with not a plant killed. It is the most wonderful black raspberry we have ever seen.

Prices: 15c each; 12 for \$1.50; 25 for \$2.50; 50 for \$3.50; 100 for \$6.00.

CUTHBERT (Red)—This is one of the most valuable of the old standard varieties. It has been widely grown in all sections of the country and has given excellent results both for home use and for commercial purposes. Cuthbert is a good, vigorous grower and produces large and bright red berries. Probably no other red raspberries are so extensively grown as the Cuthbert and the demand for the plants is always heavy.

Prices: 10c each; 25 for \$1.50; 50 for \$2.50; 100 for \$4.00.

LATHAM (Red)—This variety is always largely planted. The fruit is very large and fancy and always finds a ready sale in any market. Our plants are free from any mosaic disease and in comparative tests at the Connecticut State College it out-yielded any other variety. The Latham produced 5,430 quarts per acre which was 1,782 quarts per acres more than other leading varieties. With us it is a little later than Cuthbert.

Prices: 10c each; 12 plants for \$1.00; 25 plants, \$1.50; 50 plants, \$2.50; 100 plants, \$4.00. Postpaid. Free delivery.
(Please write for prices on larger quantities of raspberry plants)

FREE DELIVERY

This means a good deal to the purchaser. The prices in this catalogue include free delivery to your door or express office anywhere, unless otherwise noted. The option to be ours how we shall ship.

When comparing our prices with those of other concerns, please consider that our plants are quoted postpaid, while most concerns quote prices F. O. B.

April 28, 1936.

Friend Holdridge—I am setting some of my own Howard to compare yours. I believe yours are better, as the raspberries (Winfield) were very superior.

Very truly, WILFRED SCOTT,
East Lyme, Conn.

ASPARAGUS PLANTS

CULTURE

The roots should be planted in early spring, just as early as you can work the land. They should be set in furrows 5 to 7 inches deep with the roots spread out somewhat in the furrow. A good practice is to open the furrow 8 to 12 inches, apply a liberal amount of well-rotted stable manure, well mixed with the soil filling the furrow to 5 or 7 inches deep before the roots are set. They should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

MARY WASHINGTON VARIETY—This variety is generally recognized as the best kind to grow. It is practically rust-proof and is very productive. We are offering for sale this year 2 year plants. These plants were grown from the best seed available and have not been transplanted.

2 year plants, 25 plants for 75c; 50 plants for \$1.00; 100 plants for \$1.50; 500 for \$6.00; 1,000 for \$10.00.

RHUBARB OR PIE PLANT

MYATTS LINNEAUS—The best variety. The first thing in the spring to furnish material for pies and sauce. Easy to grow and very healthy. Large, early, tender and yields abundantly.

Prices: 15c each; 10 for \$1.00; 50 for \$4.00; 100 for \$7.00. Postpaid.

Friday Noon.

S. E. Holdridge & Sons, Dear Sirs:—Mr. Plant says your plants were the nicest he has seen in years. They are growing well.

Respectfully yours, MRS. RAY H. PLANT,
Branford, Conn.

March 23, 1936.

S. E. Holdridge & Sons, Dear Sirs:—The strawberry plants that I got from you last year were the best I ever got, so I want to get some more this spring.

Yours truly, W. H. SARKELA,
Wilton, New Hampshire.

April 22, 1936.

S. E. Holdridge & Sons, Dear Sirs:—We received the strawberry plants yesterday. They look strong and vigorous. Thank you for sending them in such excellent shape.

Sincerely yours, MRS. WILFRED TAYLOR,
East Sandwich, Mass.

SPECIALS

We are offering five collections this year. You will notice that all collections contain the three varieties which we are recommending above all others, the Howard 17, the Dorset, and our Improved Pearl. These collections are figured to give you the longest fruiting season possible. The first collections are for home gardens. Collection No. 4 will give you a fine start in berries and Collection No. 5 will plant approximately one acre. You can do no better than to buy one of these collections.

COLLECTION NO. 1

| | |
|--------------------|--------|
| 50 Howard 17 | \$.65 |
| 50 Dorset | .65 |
| 50 Pearl | .75 |
| <hr/> | |
| Total | \$2.05 |
| All for \$1.50 | |

COLLECTION NO. 2

| | |
|---------------------|---------|
| 100 Howard 17 | \$ 1.00 |
| 100 Dorset | 1.00 |
| 100 Pearl | 1.25 |
| <hr/> | |
| Total | \$3.25 |
| All for \$2.25 | |

COLLECTION NO. 3

| | |
|---------------------|---------|
| 200 Howard 17 | \$ 2.00 |
| 200 Dorset | 2.00 |
| 100 Pearl | 1.25 |
| <hr/> | |
| Total | \$5.25 |
| All for \$4.00 | |

COLLECTION NO. 4

| | |
|---------------------|---------|
| 600 Howard 17 | \$ 4.10 |
| 250 Dorset | 2.50 |
| 150 Pearl | 1.85 |
| <hr/> | |
| Total | \$8.45 |
| All for \$6.00 | |

COLLECTION NO. 5

| | |
|--------------------------------|----------|
| 3,000 Howard 17 | \$ 15.00 |
| 2,000 Dorset | 12.00 |
| 1,000 Pearl | 7.00 |
| <hr/> | |
| Total | \$34.00 |
| All for \$30.00 (Not Postpaid) | |

PLEASURE AND PROFIT IN BERRIES

Each year when strawberries begin to fruit, most people resolve, "Next year I am going to have a bed of my own." If you have just a home garden, one or two hundred plants will furnish all the strawberries that you can use. If you run a farm, strawberries offer you a fine cash crop with very little cash invested. A bed of a thousand plants will surprise you with the number of berries that you will have to sell, and will go well with a retail milk or egg route or roadside stand. A bed of an acre returns from three hundred to five hundred dollars on an average, which is about as good as any crop on the farm. Why don't you look over our list of collections and pick the one best suited to your purpose? Each collection consists of Howard No. 17, Dorset and Pearl, the three best varieties, and is planned to give you the longest fruiting season possible.

OUR REPUTATION

The reputation of Holdridge's strawberry plants continues to grow. We not only ship plants all over New England; but also ship plants throughout the Eastern States and Canada. Many people visit our farms each year and we wish you all could come and see just what we are doing in growing better strains and varieties of strawberry plants. We know that you all cannot come, so in our catalogue we try to give an honest description.

We advise against setting your own plants, not only because we would like to sell you plants, but because of the difference which you will notice in the production and size of your berries that often come from a change of climate and soil. Well-cleaned plants and well-straightened roots make planting easier and more satisfactory.

GOOD WILL

We are glad to number among our customers many of our Farm Bureau and Grange friends. Having been members of the New London County Farm Bureau and of the local and state Grange for many years, we have had the pleasure of meeting personally many of our customers.

In the past we have had the pleasure of filling many orders which came to us through the recommendation of members of the Extension Service and we will try in the future, as we have in the past, to live up to the confidence reposed in us.

TESTIMONIALS

In this booklet a few testimonials from satisfied customers are printed. If good plants had not been sent, they would not say, unsolicited, what they do in their letters.

It is very pleasing to me to receive such testimonials. A satisfied customer is the best advertisement. Read what others say unsolicited. We are always pleased to have a kind word from customers. If our plants have pleased you, tell someone else. It will be appreciated.

PLEASE USE THIS ORDER SHEET

S. E. HOLDRIDGE & SONS

Strawberry Specialists

Norwich, Conn.

Please forward to: Date of Order.....

Name

Post Office..... R. D. No.

Express Office..... P. O. Box.....

County..... Street.....

State..... Ship by.....
(Mail or Express)

Ship plants on or about.....193

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up correctly. Make all letters short and to the point, and please do not write letters on the same sheet with order.

